ISSUE 58
HOUSE OF
Paradise
June 2026
Fashion
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SWIM
WEEK
POWERED BY
HOUSE OF PARADISE
House of
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HIHABIBI
New Big Brand
H.I.M Swim
Valerie Najera & Hugo Infinity
R. Photography

ABOUT US

HOUSE OF PARADISE FASHION WEEK

is a premier destination for high fashion and prominent magazine features, committed to showcasing groundbreaking designers, models, and artists at the forefront of fashion week.

Our presence has graced the pages of top publications including Maxim, Bazaar, L'Officiel, FHM, Glamour, Playboy, and others. Through our coast-to-coast contemporary events, we bring together established and rising designers, delivering captivating runway experiences in iconic fashion capitals like New York,

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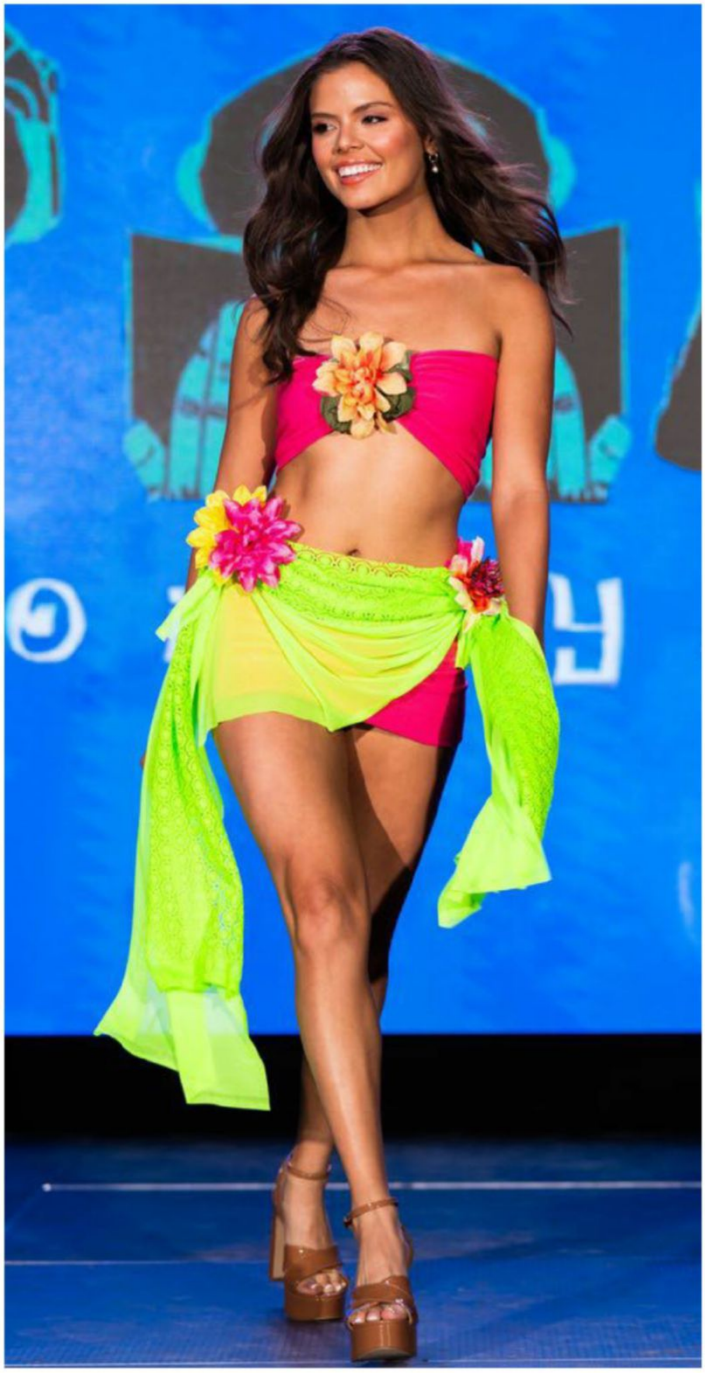
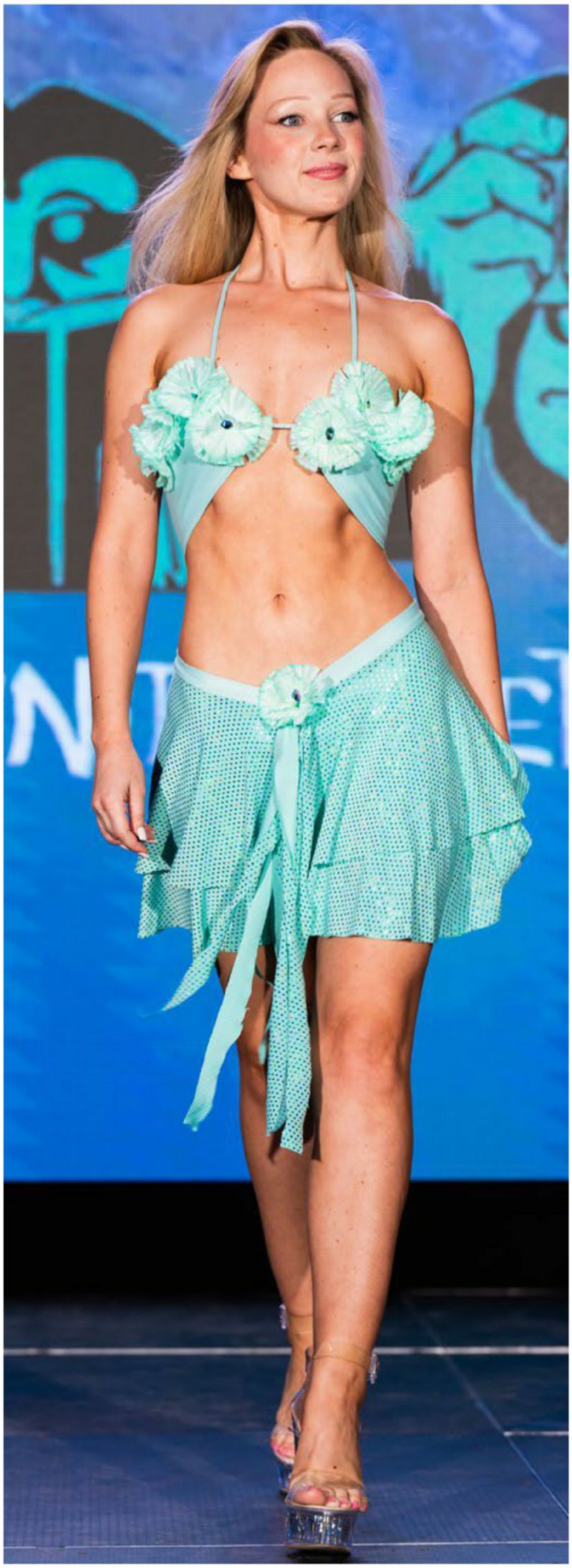
H.I.M Swim and More is about becoming more than what you were before. More confidence. More beauty. More you. Unleash it today.





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About the Brand

Tell us the story behind your brand. What inspired you to start

I started off doing graphic tees and as I did more and more photoshoots, I ended up in runway photography. A friend of mine did Texas Swim Week and I wasn't able to get media passes that day so the following year I decided to go in as a designer. The swim wear really took off after that.

How would you describe your brand's style and identity?

Always changing and always customized. It started off as one of ones and custom designs specifically for different shows and individual models as part of its research and development and every collection has been so distinct, I'll constantly change the designs to bring in fresh ideas.

What makes your brand unique in the fashion industry?

Organic growth, a strong reputation, and constant networking

The Collection

What inspired the collection you presented at House of Paradise Miami Swim Week?

I wanted a look that felt like overseas travel and that gave off a heavy vacation vibe so I studied a few looks from Thailand and added my own twist to it.

What message or emotion did you want the audience to experience through this collection?

I wanted it to convey a modest yet shredded look to represent the shedding of worries and the removal of loose ends as you relax on a trip where you're able to free your mind. Like shredding old documents and removing clutter from yourself. Like your everyday life but a little less as you take that weight off of yourself.

Were there any special fabrics, techniques, or design elements featured in this collection?

The shredded crop top and skirt combo was definitely the centerpiece of the collection with the lace wrap around on many of the pieces.

Do you have a favorite piece from the collection? If so, why?

The purple outfit with the skirt and the flowers because it embodies the tropical vibe and the shredded summer design that I was aiming for after a few trial pieces. Everything else came close but this one hit it right on the nail.

Creative Process

What does your design process look like from concept to runway?

I scope out the event, holiday, show, or the individual model and do a bit of research before I decide on a theme or a center concept. Then I'll come up with a few rough drafts that I'll send over to my seamstress as she puts it all together for the final design.

House of Paradise Fashion 12

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House of Paradise Fashion 14

Where do you find inspiration for your designs?

I find the inspiration from the environment that it'll be placed in. I want all my pieces to look like they belong there, whether it's a runway or on the beach, so I'm inspired by the location that it's destined for.

What challenges did you face while creating this collection?

Getting the look the way I wanted it. A few of the pieces fell short of what I envisioned although they were still beautiful and I have about 3 to 5 of them that truly came out the way I wanted them to.

Miami Swim Week Experience

What was it like showcasing your collection at House of Paradise Miami Swim Week?

It was an amazing experience and I would definitely love to do it again. For my first time in Miami, this was a great production to work with.

How did the event help your brand connect with new audiences and opportunities?

I saw an influx of about 400 new followers right after the show and I connected with a lot of the models that walked for me. Word of mouth is very important for my brand so ensuring that the models have a good time at the production and also a good experience working with me is always important for future opportunities.

What was your favorite moment from the show?

The energy right before the runway when all the models are lined up and ready and I can look at each one of them and see them truly bring the look to life.

Future Plan

What exciting projects or collections are you currently working on?

I'm working on a men's swim trunks collection that will feature a lot of custom artwork.

What are your goals for your brand over the next year?

I want to open a store and feature a lot of other brands alongside mine. Bring them together for buyers just like the runway brings them together for the audience.

Where can readers follow and support your work?

I mostly run my business from Instagram. Being a very visual app, it's been my main hub for years and where I've gained the majority of all my connections and relationships.

Final Thoughts

What advice would you give to aspiring fashion designers?

Don't focus on who's not wearing your designs. Focus on who does. You walk into stores every day and reject hundreds of designs for that one look.

Is there anything else you would like our readers to know about

My brand keeps me going. It keeps me alive. It keeps me inspired. And I do this for all the friends of mine that couldn't make it this far. For some of them, life took them early. But I keep going for them.

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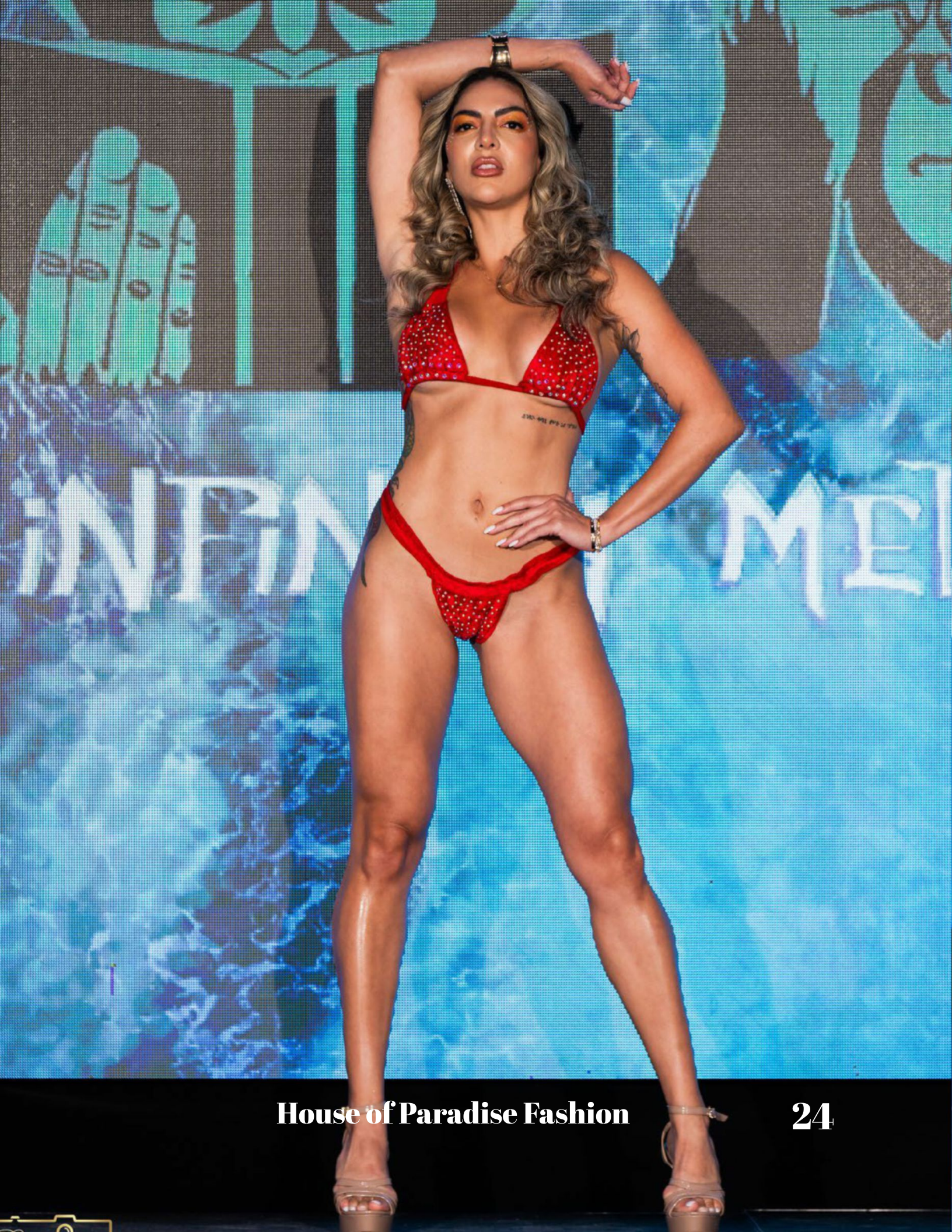

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